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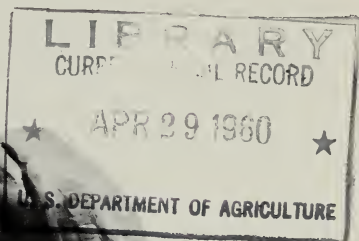
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Working Together

for 4-H
in the Nation



COOPERATIVE EXTENSION SERVICE
NATIONAL 4-H CLUB FOUNDATION
NATIONAL COMMITTEE ON
BOYS AND GIRLS WORK



Federal Extension Service



United States Department of Agriculture
PA 369

WORKING TOGETHER

for 4-H in the Nation

Just about everybody who wants to help with 4-H Club work can find a place. Thousands of capable and public-spirited men and women and older young people contribute valuable time, effort, and money each year to help youth to help themselves, and to further the prestige and influence of the program. Some serve as volunteer local club leaders. Others belong to 4-H councils or other advisory groups which have a large share in shaping and guiding 4-H programs at State, county, and community levels.

Besides assistance from these people, many national institutions and organizations provide services, facilities, and incentives that supplement

the regular tax-based funds available to the Extension Service.

Three major groups lead as a team to carry on national 4-H Club activities: The Cooperative Extension Service of the United States Department of Agriculture and State Land-Grant Colleges and Universities, the National 4-H Club Foundation, and the National Committee on Boys and Girls Club Work. Each follows a clear-cut pattern of working together for 4-H.

Each group has its own duties. All join to help 4-H members learn to make the most of their talents and abilities, to apply science in improving farming and homemaking methods, and to render better service in their communities, States, and Nation.

THE COOPERATIVE EXTENSION SERVICE

The official framework supporting 4-H Clubs, as in other Extension programs, centers in a three-way partnership of the United States Department of Agriculture, the State land-grant colleges and universities, and the county governments. Each of these has a unique and important place to fill.

Fortunately, it is easier than it might appear for the Department of Agriculture and the Extension Services of the 50 separate States and Commonwealth of Puerto Rico to work out effective common policies and programs.

The re-stated objectives of Extension youth work are an important example of joint analysis and action

by State and Federal workers. Specifically, the 4-H Club program aims to help young people:

- Acquire knowledge, skills, and attitudes for a satisfying family life.
- Enjoy a useful work experience, together with the responsibility and satisfaction of personal accomplishment.
- Develop leadership talents and abilities to achieve their citizenship potential.
- Appreciate the values of research and learn scientific methods of making decisions and solving problems.
- Recognize the importance of scientific agriculture and home economics and their relationships to our total economy.

- Explore career opportunities in agriculture, home economics, and related fields, and recognize the need for a continuing education.
- Appreciate nature, understand conservation, and make wise use of natural resources.
- Cultivate traits of healthful living, purposeful recreation, and intelligent use of leisure time.
- Strengthen personal standards and philosophy of life based on lasting and satisfying values.
- Gain attitudes, abilities, and understanding for working cooperatively with others.

Through the Extension Committee on Organization and Policy and its various subcommittees, a smooth-running mechanism functions. The subcommittees usually include both State and Federal staff members. A good example of result-getting efficiency is the Extension Subcommittee on 4-H Club work. This Committee gives continuous attention to 4-H program and policy matters and makes recommendations to the Organization and Policy Committee for appropriate action.

4-H advisers. Many types of counseling groups and special 4-H planning committees are made up of civic-minded citizens. Members give valuable assistance as advisers and supporters of 4-H Club work in rural areas, towns, and cities where clubs are organized. They include parents, businessmen, teachers, older 4-H'ers, and others who give generously of themselves and their means. These friends of 4-H serve enthusiastically and effectively to establish, encourage, and guide 4-H Clubs for the greatest personal growth of members and full-

est service to the community. More than 402,000 volunteers serve as leaders of 4-H Club work.

National and State leadership. The Federal Extension Service gives national leadership. The Division of 4-H Club and YMW Programs in the Federal Extension Service offers overall program leadership, in cooperation with the States, to develop policies, plans, programs, and operations in the field of youth. This office maintains relations with allied youth organizations and agencies, and provides assistance on all matters relating to extension work with young people.

All divisions of the Federal Extension Service take the lead in planning 4-H programs in their respective fields. Extension subject matter specialists—both State and Federal—are the program leaders for the various 4-H home economics and agricultural projects as well as for adult extension work. These specialists prepare literature, cooperate on events related to their project fields, help train the extension agents, and advise on State assistance given 4-H volunteer leaders.

Through literature, county agents, local leaders, and other means, the latest findings of agricultural and home economics research are extended to 4-H youth according to members' basic needs and interests. Results of other public and private research related to youth development are also drawn upon. Extension workers wherever they serve lead in program planning, reporting, and evaluating program results and supplying public information for press, radio, television, and other media.

The public wants to know. County, State, and Federal extension workers receive a growing number of inquiries for 4-H information. Others are received by the National Committee and the 4-H Club Foundation. Requests are for facts and background material, human interest stories, photographs, and other items to be used in magazines and newspapers, encyclopedias and yearbooks, business and industrial publications, films, radio and television broadcasts, and the like.

4-H name and emblem. By act of Congress, authority for approving use of the 4-H Club name and emblem—to prevent its exploitation for

personal gain—lies with the Secretary of Agriculture. The Secretary, in turn, delegates the authority to the Federal Extension Service. The Federal Extension Service delegates authority to the State extension services to use the name and emblem for educational purposes within their own borders.

The National 4-H Foundation and the National Committee on Boys and Girls Club Work are granted a continuing authorization, under general guidance of the Federal Extension Service. Sometimes authorizations are also given on request to private and commercial groups for limited purposes and for specified periods.

THE NATIONAL COMMITTEE ON BOYS AND GIRLS CLUB WORK, INC.

Since 4-H work began in the early 1900's, public-spirited citizens like those on the National Committee on Boys and Girls Club Work in Chicago have been offering assistance to supplement that provided by public funds. At first such efforts were largely local and uncoordinated, but as the 4-H program grew, a few far-sighted leaders in Extension and business saw the need for a clearing house for national 4-H awards and incentives. So in 1921, the National Committee was formed as a liaison agency between Extension, agriculture, and industry, to provide national impetus to the "citizen side" of 4-H support.

Committee purposes. As a voluntary, nonprofit corporation, the Committee gives support and cooperation to Extension in furthering 4-H work. Committee objectives are:

- To aid the Extension Service, in advancing the membership, leadership, and influence of the 4-H program.
- To enlist the support of business and civic organizations in providing 4-H awards, educational materials, and other services.
- To coordinate and guide the efforts of donors in accordance with policies and needs expressed by the Extension Service.

Committee organization. The directors and the members of the National Committee are all volunteers—key business executives, civic and agricultural leaders, educators, and other persons who determine broad policies and plans which are then translated into reality by the Committee's professional staff.

The National Committee's Program

4-H awards. Much of the work of the organization centers around the program of awards to 4-H boys and girls who have done outstanding project work. Through the Committee more than 50 companies, foundations, and individuals provide funds annually for 4-H awards, incentives, leader training, and the administrative costs of conducting the program of work. To recognize and encourage 4-H members, these interested donors annually provide some 200 college scholarships and fellowships, more than 1,100 educational trips, 167,000 medals, savings bonds, watches, and other awards.

Besides awards for 4-H'ers there are two programs for adults—six National 4-H Fellowships for young extension workers, and eight Alumni Recognition awards for outstanding former 4-H members. Several donors also provide financial support for training volunteer leaders in specific programs. Others contribute notably by publishing educational booklets useful to extension agents, club leaders, and 4-H members.

National 4-H Club Congress. An outstanding national 4-H event is the annual 4-H Club Congress in Chicago. It climaxes each year's 4-H award programs. Jointly planned and conducted by the Extension Service and the National Committee in cooperation with 4-H donors, it is held the week after Thanksgiving at the same time as the International Livestock Exposition.

Delegates to the Club Congress are about 1,300 4-H boys and girls who

have won State and regional honors in the various award programs. During the event more than 200 of them are named as national winners of college scholarships. Adults attending the Club Congress include extension agents, local leaders, business officials, international visitors, press-radio-television representatives, and other guests.

General services. This department handles much of the operational work relating to the award programs, including announcement of the awards, arrangements for judging 4-H records, distribution of literature, training of volunteer 4-H leaders, and coordination of Club Congress. Staff members serve as consultants to 4-H program development committees and make numerous field contacts with Extension and donor personnel to carry on the award program.

4-H supplies. Early in its existence, the National Committee received requests for medals, banners, and other items bearing the 4-H emblem. Today the Committee's supply service stocks more than 1,100 4-H items. Among these are flags and banners, medal and trophy awards, clothing and jewelry items, recreational and party items, and pins, chevrons, and other symbols of membership. These items are shipped from National Committee headquarters to all the States and Puerto Rico and a number of foreign countries on a nonprofit basis.

"National 4-H News." The only national magazine devoted exclusively to the 4-H program is "National 4-H News." It began in 1923 and today has a circulation of nearly 90,000. Published primarily as an aid to volunteer 4-H leaders, this magazine is

useful to extension agents as well. Its editorial and advertising columns provide an exchange of 4-H ideas and help to acquaint more people everywhere with the scope and importance of 4-H work.

Information services. To help tell the story of 4-H Club work, the Committee carries on a consistent,

year-round information program, distributing more than 390,000 copies of news releases and mats. The Committee also arranges for thousands of radio-television salutes, interviews, and newscasts for Club Congress, the National 4-H Conference, National 4-H Club Week, and other occasions.

THE NATIONAL 4-H CLUB FOUNDATION

The National 4-H Club Foundation—organized by the Cooperative Extension Service on November 18, 1948—is nonprofit and educational. It carries out several programs that can best be financed and arranged through private sources. It is headquartered on the edge of Washington, D.C., at the National 4-H Club Center.

The Foundation's work is financed completely by private contributions. Fund-raising is spearheaded by a group of youth-interested citizens representing different segments of business and industry.

The Foundation is governed by a Board of Trustees of 11 members. Eight represent the State extension services. Two are named by the Federal Extension Service. One represents the Executive Committee of the American Association of Land-Grant Colleges and State Universities.

The Foundation's Program of Service

For more than a decade, the Foundation has explored and pioneered new areas of service to 4-H in behalf of the Cooperative Extension Service. It established a National 4-H Club Center. It pioneered an experi-

mental discussion project, and a broad program in human development and human relations training for Extension. It supports and administers the International Farm Youth Exchange at the national level.

National 4-H Center. The Center was purchased by the Foundation in February of 1951, and was immediately leased to the Government to house a secret defense project. In 1958 the Center launched a large-scale remodeling program and assumed its new status as focal point for all Foundation programs.

The first major group to use the Center were the delegates to the 29th National 4-H Conference in 1959. President Eisenhower, assisted by two 4-H members, cut the green and white ribbon signifying the formal opening of the national home for 4-H members on June 16.

4-H members and leaders aided the Center's development by contributing funds through the Share and Care program; and private foundations provided grants to remodel the property. Royalties from a national 4-H calendar program provide continuing support.

The National 4-H Center, located in the Nation's Capital, is intended

mainly for 4-H and other Extension groups to use in furthering citizenship and leadership development. The new facility, with its program development service, enables 4-H members and leaders, and others of the Cooperative Extension Service, to plan and carry out educational programs that fit their specific needs.

Experimental projects. In line with its policy of exploring and developing new ideas and programs, the Foundation during 1953-55 tested an Experimental Discussion Project for Rural Young Adults in behalf of the Cooperative Extension Service. This was the first exploratory project completed by the Foundation. The results were reported to Extension.

Five pilot States helped try out the 3-year citizenship improvement study, completed in 1957. This study developed a definition of citizenship, tested program materials for members and guides for leaders. The findings have been made available to the Cooperative Extension Service. Some of the results are already being used.

Human development and human relations. Through this unique program, the Foundation has held workshops for extension workers, helping them to acquire skills in understanding and working with young people. The Foundation has also provided consultant help upon request in various States.

Each year a 6-weeks, graduate level, summer school course in human development-human relations is conducted at the National 4-H Center. Participants receive credit through a

special arrangement with George Washington University.

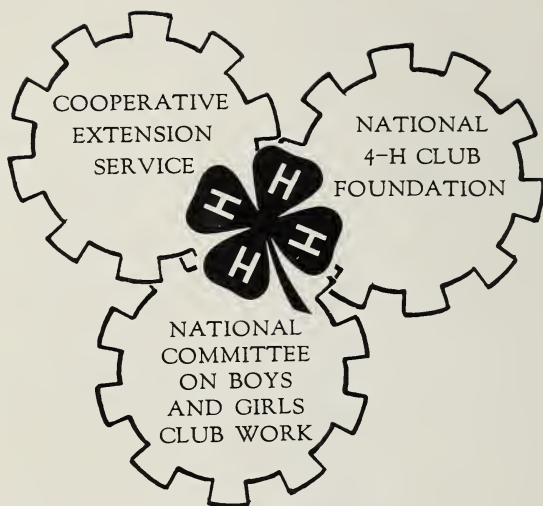
An extension publications program has also been undertaken, bringing together the important articles and other reports so that they may be more readily accessible to extension personnel.

International Farm Youth Exchange. The International Farm Youth Exchange is a people-to-people program, started in 1948, to promote understanding with those of other lands.

In the United States, IFYE is conducted jointly by the Foundation and the Cooperative Extension Service. In cooperating countries, it is usually conducted by a rural youth organization, a committee representing several organizations, or the Ministry of Agriculture.

Through 1960, IFYE arranged for 1,195 United States rural young men and women to go to 60 other lands to live and work on farms and in rural communities for about 6 months. Also 1,344 rural youth have come from 61 countries to the United States to live and work farm families in 49 States and Puerto Rico. Some 11,000 United States farm families have served as hosts to these "grassroots ambassadors."

Both the U.S. and foreign participants share their experience while in their host countries and after returning home. United States participants have given more than 110,000 talks, have appeared on more than 15,000 radio and television programs, and have either written or had written about them more than 65,000 articles.



**Cooperative Extension Work: United States Department of Agriculture and State
Land-Grant Colleges and Universities Cooperating.**

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